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APPLICANT : ZAKARIA et al.  
TITLE : RETAIL MERCHANDISING APPARATUS AND  
METHODS THEREFOR  
TC/Art Unit : 3637  
EXAMINER : TRAN, HANH VAN  
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Commissioner for Patents  
U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Amendment  
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401 Dulany Street  
Alexandria, Virginia 22314

**VIA: EFS ONLY**

**AMENDMENT**

Dear Sir:

This paper is provided in response to the Office action mailed July 26, 2007. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 25 of this paper.